

August 3, 2010

TO: Miranda Paster, Office of the City Clerk

FROM: Kerry Morrison, Executive Director, HPOA

SUBJECT: Second Quarter Report: April 1, 2010 through June 30, 2010

As is required in our Agreement with the City of Los Angeles, I am submitting our Second Quarter Report to summarize key activities of the Hollywood Entertainment District.

I. Operational Issues

- The board voted at the April 22, 2010 meeting to raise the assessment for the 2010-11 year by 1.3 percent, in accordance with the CPI.
- The 2009 Financial Review, prepared by Fabio Vasco, and presented to the April 22, 2010 meeting, was approved by the Board of Directors. It was distributed to the attendees at the All Property Owners meeting on July 22, 2010, and was made available through the BID's website.
- A lease for the new office space on the fourth floor of the Taft Building was authorized by the board at their May 20, 2010 meeting.
- Marketing Director Katie Zandona announced her resignation in early May. An offer of employment was extended to Devin Strecker, currently the Operations Director for the Hollywood Media District BID. Devin's first day in the HPOA office was June 22, 2010.
- The president of the HPOA Board, Thaddeus Smith, appointed a Nominating Committee to preside over the process of selecting five candidates to fill five seats that are expiring come November. The committee is Tej Sundher, Wax Museum/Guinness; Monica Yamada, CIM Group; and Heather Carmichael, My Friend's Place. Packets were sent to all property owners in June announcing the openings on the board, and applications are due to the HPOA office at 5 p.m. on Thursday July 29, 2010.

II. Security

- Staff attended monthly meetings of a "Community Impact Team," organized by Council President Eric Garcetti's office over the course of this quarter. The Team consists of

representatives from LAPD, City Attorney's office, County Health Department, Bureau of Street Services, DOT as well as community leaders from the Chamber, the BID and Hollywood & Highland. In response to tremendous community frustration relative to the increasing "un-civil" behaviors occurring on the sidewalk, the LAPD initiated a significant enforcement effort related to the street characters, CD vendors and aggressive behaviors that assault visitors and tourists to the Walk of Fame between Orange and Highland.

- To document the need for a civil sidewalks enforcement strategy, staff hired a freelance videographer to gather footage from the Highland-Orange sidewalk area, to edit footage from You-Tube which documents sidewalk violence, and to capture images from existing video surveillance film. This five minute "documentary" was shown to a selective group of city and community opinion leaders to underscore the importance of the enforcement efforts.

III. Streetscape

- A request for proposal for the Side & Back Streets project was mailed in the first quarter, and four responses were received in April. After a committee review process, the contract (amounting to \$54,885) was awarded to Oakridge Landscape. Approximately 86 shade trees will be planted on Selma, Yucca, Wilcox, Ivar, Las Palmas, Cherokee, and Cahuenga.
- Tree trimming along the Walk of Fame occurred during the month of April/May.
- Staff began attending regular meetings at the Hollywood Chamber of a special task force working on coordinating major repairs to the Walk of Fame. The goal is to coordinate sidewalk repair efforts with tree planting slated for areas where Ficus trees will be replaced for palm trees. It was announced that the first section of the WOF to be repaired will be the east side of Vine Street, from Sunset to Selma.
- The CRA's Hollywood Boulevard Urban Design guidelines were released in April, and comments will be accepted into the agency up until July 30, 2010. The CRA hosted a public workshop on the guidelines on May 25, 2010.
- Staff coordinated the long-awaited installation of 11 black wrought-iron benches at various bus stops in the Hollywood Entertainment District to replace the "rent-a-benches" installed by the city. They were installed in May, 2010.

IV. Marketing Issues

- Most of the data collection associated with the Demographic Research project was completed during this quarter. In addition, the HPOA board allocated an additional \$5,000 in order to conduct 10 investor interviews. This was necessitated by the slight change of scope to the student surveys, which resulted in a targeted web survey for students.
- A first-view report of the Demographic Research project findings was released at the monthly meeting of the Sunset & Vine BID Board, and the Hollywood BID board was invited to partake as

well. Josh Williams of BW Research Partnership and Tim McLarney of True North Research presented the findings in the Pickford Theatre at AMPAS.

- As a result of a meeting convened by a key BID stakeholder, discussions have commenced with the CRA relative to the concept of pursuing a retail recruitment strategy, in order to pursue higher quality “in-fill” in the middle blocks of the BID.

V. Other

- Staff participated in bi-monthly meetings of a special task force organized to prepare for the upcoming 50th Anniversary of the Walk of Fame, slated for July 25, 2010.
- Staff participated in the efforts, under the umbrella of Hollywood 4WRD, to conduct a comprehensive homeless registry during the week of April 26. Over three nights, at 3:30 in the morning, over 80 volunteers gathered at the police station to fan out into Hollywood to interview street homeless people, using the Common Ground Vulnerability Index. The goal is to move the most vulnerable homeless individuals off the streets and into housing. The results were released to the community on Friday, April 30 at a standing room only gathering in the lobby of the LA Film School.
- A Community of Friends (ACOF) honored the Hollywood Property Owners Alliance at their annual benefit held on May 25 at the Highlands.